WNYO 89 FM
OSWEGO

WNYO Budget Proposal 92-93

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WNYO 89 FM
OSWEGO

Acct # 586: News

Palladium Times	$85.00
Herald Times	$95.00
ID Flags 2 @ $30.00	$60.00
	$240.00

In addition to the Ap service local newspapers will be needed to keep up with the local news which we at the station feel is a vital part of our mission to serve the Oswego area.

Acctt # 587: Music

Currents - to buy current material that for some odd reason we are not serviced with.	$468.00
Backcatalog - continue to beef-upour backcatalog in not only alternative but Jazz, Dance, World Music, Folk and Heavy Metal.	$2000.00
Rockpool - which will supply us with independent label service	$720.00
	$3188.00

Without Music there would be no radio station. Listeners request music and if have what they want it makes them happy.

Money for current music would allow us to purchase any cd's that for some odd reason we were not serviced with. This year we have started to build the backcatalog and plan to further it by expanding intoo other areas.

Rockpool is a major concern for the music department it is a service that allows the station to play that music which is different, a neccessity at an alternative radio station.

Acct # 588: Trade Journals

Foundations - Heavy Metal	$50.00
CMJ -	$270.00
Rockpool	$109.00
DMR	$50.00

WNYO 89 FM
OSWEGO

Streetsound	$30.00
Billboard	$259.00
	$768.00

Typically magazines are purchased for enjoyment. For a radio station they are the music departments nerve center. Each journal focused on a different aspect of music. Our music directors religeously report to the the journals as required by record companies. A la record service, the Lifeblood of the station.

Acct # 589: IBS dues

IBS dues	$100.00
	$100.00

IBS sands for the Intercollegiate Broadcasting System and is an organization which fights and lobbies for college radiostation rights in Washington. We have been members since 1971. IBS publishes a significant amount of materialthat aides in station operations.

Acct # 590: Convention

3 people to the CMJ convention @ $95 ea.	$285.00
2 people to the IBS convention @ $100 ea.	$200.00
2 people to NMS @ $195 ea.	$390.00
Car Rental for each convention @ $219 ea.	$657.00
	$1532.00

Conventions are not vacations but rather important tools tha are used to strengthen contacts, increase record service and a way to new things about the industry.

The CMJ and New Music Seminar are vital for our music director and are a requirement in the industry.

The CMJ and IBS are college oriented in terms of management. The training, tactics and contacts are gauranteed to benefit the station. Topics include underwriting, programming, management and promotions.

WNYO 89 FM
OSWEGO

Acct # 591: Postage

Postage	$700.00
	$700.00

For some odd reason your procedures have always used the postage accunt as a sacrificial lamb. Our frequent mailings now include company correspondence, questionairres and the new additional billing.

Acct # 592: Telephone

Telephone	$4000.00
	$4000.00

The telephone account has always run out in the past and it will due so this year also. Since the station will be operational next year for the entire year we will be in contact with the record companies constantly and need additional resources to maintain the constant flow of material. We also need to add additional phones in the office and the studio. An increase is also needed to cover additional costs that will occur over the summer months.

Acct # 593: Office Supplies

Stationary	$300.00
150 Folders @ .12 ea.	$18.00
100 File folders @ .49 ea.	$49.00
15 Markers @ 2.50 ea.	$37.50
10 Pkgs. file stickers @ 1.79	$17.90
2 Calenders @ 8.99 ea.	$17.98
4 Pkgs. index cards @ .99	$3.96
5 Scotch tape @ 1.69	$8.45
5 roles masking tape @ .99	$4.95
150 pages Fax service	$300.00
Shipping	$50.00
Copy budget	$200.00
3 Filing systems	$23.97

WNYO 89 FM
OSWEGO

25 Magic markers @ 1.09	$27.25
35 packs of paper @ .50	$192.50
	$1251.46

The Office supplies account has always suffered in the past. This year the account had run dry by the time the winter intersession occcured and we weren't even on the air yet. Next year we will have additional expenses with increased reporting to journals and record companies. In addition files will have to be started to keep track of new accounts and we will participate in supporting the media secretary. This account cannot be cut we need the funds in order to function effectively.

Acct # 594: Production

6 RCA patch cords 3 ft @ 3.99 ea.	$23.94
6 RCA patch cords 6ft @ 4.49 ea.	$26.94
8 pc. 1/4" to 1/4" plugs 1 ft.	$16.00
Editing block	$35.98
100 Razor blades 100 / 12.00	$12.00
12 white editing markers 12 / 11.00	$11.00
15 pkgs. labels @ 3.50	$52.50
Carts:	
40 Audiopak AA4 carts 70 sec. @ 4.64 ea. plus shipping	$200.00
20 Audiopak AA4 carts 4 min. @ 7.01 ea. plus shipping	$150.00
20 Audio cassettes @ 3.50 ea.	$70.00
20 DAT Cassettes @ 10.00 ea.	$200.00
10 reels of Realistic Supertape @ 7.49	$74.90
	$873.26

The production department is the heartbeat of the station. All the above supplies are self explanatory. In order to function properly a station must have these supplies.

Patch cables - cables are often replaced due to wear and tear. Additional cables are required when new or extra equipment is utilized.

Edit Block Kit, Razor Blades and Editing Markers are needed to any production work.

Carts, DAT's and Cassettes are needed, old ones wear out often and our library is growing.

WNYO 89 FM
OSWEGO

Acct # 596: Equipment

4 AKG Headphones @ 79.00	$316.00
2 Advent baby II speakers for office	$179.00
Kenwood KR-A4030 to monitor station	$169.00
1 RE-20 microphones for studio	$295.00
1 RE-20 microphone for news	$295.00
1 RE-16 microphone for remote	$210.00
1 Marantz portable cassette deck	$269.00
1 Multiverb effects processor	$264.00
1 Kenwood KX-W06030	$249.00
shock equipment for RE-20 mic	$84.75
shock equipment for RE-20 mic	$84.75
6 Stanton 500El Cartridges @ 17.00 ea.	$102.00
6 Stanton D5100EL Stylus's @ 10.30 ea.	$61.80
JVC XL-V141 CD player	$139.00
Mixer	$300.00
	$3018.30

None of the above equipment is part of a christmas list but rather necessities. The speakers, receiver and the cd player are to be used in the office. Monitoring the station is vital, not an option. The cd player will be used by the music directors to listen to new music as well as act as a spare.
The cassette deck is needed to replace the deck that broke down in the production studio. The mixer is needed to do dance shows properly since our main mixer is not made for that purpose. The microphones are needed to so that all of the material produced at the station will sound the same.

Acct 600-3 General Manager
Salary $1000.00

Acct 600-4 Programming Director
Salary $750.00

WNYO 89 FM
OSWEGO

Acct# 595: Promotions

Bumper Stickers -- 4 color design	$550.00
T-shirts (100 promotional - for giveaway) @ $4.98 each	$498.00\
Mugs	$700.00
Oswegonian Ads (1 full page a month - $100 each)	$900.00
Oswegonian Ads (28 1/4 page ads)	$784.00
Palladium Times Ads	$1000.00
Promotional Gimmicks	$1200.00
Event Promotion (ie: benefit concerts, dance night....)	$2000.00
Program Guide	$600.00
Posters	$500.00
	$8732.00

Promotions, the most underfunded, unrecognized department at WNYO. What good is a radio station without anybody being aware of it or what it programs? Awareness increases listenership and respectability. This in turn will increase business donations to the station -- money in SA's pocket.

Bumper Stickers -- the most well know, cost effective promotion.

Mugs -- cheap and effective

T-shirts - giveaways promote listenership and T-shirts are walking billboards.

Ads in the Oswegonian are the BEST way to reach students.

The Palladium Times allows us to place ads that will reach our other audience- those that don't live on campus.

Promotions is only successful if it is creative, timely and exciting. Allocating money for promotion gimmicks will make certain the money is there when we come up with these ingenious promotional ideas.

Sponsoring events rewards loyalty to the station, gives the station a good reputation in terms of interaction with the community, keeps our name in people's minds and increased listener base.

Publishing a semesterly program guide informs the public what SA's radio station is providing for them -- when they can hear campus news and sports and when they can hear their favorite type of music.

Posters. A simple but effective way to expose the station, around campus, in store windows and for giveaways. A great way to spread the word.

Acct# 597: Maintainence

Engineering - $40/week	$2000
Equipment Parts/Replacement	$2000
Installation Engineering	$1000
	$5000

An FM radio station needs an engineer on duty 24 hours a day. As witnessed over the last 2 months. Our Engineer has been in and out of the studio constantly.. The Engineer identifies problems with equipment and wiring and repairs them. His services will be needed extensively next year to ensure the station stays operational and within FCC parameters. Having students *attempt* to repair most of our equipment would most likely spell disaster and big bills for S.A.. The Engineer creates a safety factor which protects both the studio and students.

When repairs need to be done there will undoubtedly be a need for replacement parts which can be expensive considering the delicate equipment within the studio. Funds should be set aside to counter any unexpected problems so they can be resolved as quickly as possible.

Acct # 598: Underwriting

Mugs. 80 mugs at $5.57 each.	$445.60
Printing costs for Brochure	$400.00
Expense Account	$800.00
Rate Carts	$150.00
Contracts	$300.00
	$2095.60

Contracts, brochures and rate cards are a necessity that cannot be overlooked. They explain to customers how the underwriting system works and contracts make everything clear and legal. They also add professionalism which can only help our sales.

Mugs and expense account will allow us to show our valued customers that we want their business and are willing to pay for it.

This small investment into the underwriting account would help to bring in sales and pay for it self.

Acct# 599: Stipends

General Manager	$2000
Assistant	$1500
Assistant	$1500
	$5000

The stipends will allow 3 students to stay in the Oswego area during the summer months to keep the station up and running. It may seem like a lot but those three months will pay for itself with underwiting sales.. The stipends are completely self supporting. If this isn't done the station won't operate and it S.A will lose money and the station will lose credibility.

Acct# 600: Sports